

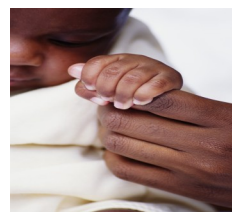
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In this edition, you will read about policies, procedures as well as regulations that meet annual training required by the United States Department of Agriculture (USDA). Please share this information with other staff members of your team, and encourage them to stay updated with the California (CA) WIC Program requirements.

Purpose of the WIC Program



The WIC Program serves low-income pregnant, breastfeeding and postpartum women, infants and children under age five, who have a nutritional risk.

WIC is a federally-funded nutrition program that helps families by providing nutrition education, breastfeeding support and healthcare referrals.

The WIC Program also provides Food Instruments (FI) also known as, coupons, vouchers or checks to purchase nutritious foods from WIC authorized vendors.

The goals of WIC are to:

- decrease the complications of pregnancy.
- prevent obesity and non deficiency anemia.
- prevent low birth weight infants.
- promote optimum growth and development in infants and young children.
- promote breastfeeding.

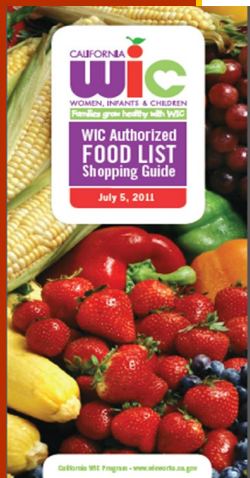
The WIC Program helps reduce future health costs. It strives to prevent health problems and to improve participants' health during critical times of growth and development.

Whether you are a cashier, manager or owner of a store, you help make the WIC Program a success by providing affordable healthy foods, and a positive shopping experience to WIC families.

Thank you for your support towards the purpose of the WIC Program. We hope that your experience as a WIC authorized vendor is a rewarding one and that there is a continued partnership through the years to come.



WIC Authorized Food List Shopping Guide



The WIC Authorized Food List Shopping Guide (WAFL SG) is the official document that outlines the foods approved on the California WIC Program. The most recent version is dated July 5, 2011. The WAFL SG is an important tool and is easy to follow. It's provided in both English and Spanish with the food categories printed in purple. The first page covers the WIC shoppers responsibilities. The following page contains the table of contents.

We highly recommend that you keep a copy at each register to refer back to during a WIC transaction. The WAFL SG can be found online at:

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICAAuthorizedFoodListWAFL.aspx>.

You can also order it by completing and faxing the WIC Vendor Materials order form (OSP 508) available on the WIC website: <http://www.documents.dgs.ca.gov/osp/wic/osp508.pdf>

Infant Formula Requirements

Infant formula can only be purchased from wholesalers, distributors, or retailers who are licensed by California in accordance with California law. It is important that vendors check the Board of Equalization website to confirm distributors, wholesalers and retailers have a valid seller's permit in California. To verify the validity of the seller's permit number you can go to: <https://efile.boe.ca.gov/boewebservices/verification.jsp?action=SALES>

You can buy infant formula directly from one of the manufacturers listed below:

- Nestle, USA
- Mead Johnson and Company
- Nutricia North America
- PBM Nutritionals
- Solus Products, LLC
- Abbott Laboratories



Formula purchased outside of California must be purchased from a wholesaler, distributor, or retailer that is a licensed supplier in the state of purchase, and is included on that state's WIC Program's list of authorized suppliers of infant formula.

Records must be kept for a period of at least three years. Cash register receipts usually won't qualify because they do not have all the necessary information. For more information on record keeping, and to view or print a sample of the document "What Is An Acceptable Record of Inventory?"

Click the link: <http://www.cdph.ca.gov/programs/wicworks/Documents/WICVendorAcceptableRecordofInventory.pdf>

WIC shoppers must buy the brand, type, size, and number of infant formula cans printed on the check.





Minimum Stocking Requirement

The Minimum Stocking Requirement was updated on July 5, 2011. All authorized vendors are required to sign the Minimum Stocking Requirement Certification form as part of the vendor authorization. This criteria must be continually met in order to become and remain a WIC authorized vendor.

The form states that each vendor must maintain on the shelves and/or premises at all times the inventory amounts shown on the form. Inventory shall include required stock on store shelves in public area available for purchase and specified quantities of required stock allowed in storage; it shall not include inventory on order but not delivered.

Refer to the Vendor Minimum Stocking Requirement, effective July 5, 2011, for product specifications.

Valuable Tips:



- Your shelf prices must be competitive with other vendors in the same peer group in order to become, and remain authorized in the WIC Program.
- The MADR is the maximum amount for which a FI may be redeemed and reimbursed. It is not the price that you should use to determine or set shelf prices for foods.
- Remember that prices must be posted **above, on or below** all WIC authorized foods.

Regular Vendor-Store Promotions

We encourage WIC shoppers to seek store bargains. When your store has a promotion such as "buy one and get one free," WIC shoppers can participate in the promotion. The free item does not have to be a WIC allowed food. They may also use manufacture or store coupons to help them reduce the total purchase price of the WIC authorized foods.

For example:

Your store has a promotion to buy one can get one free of any cereal. The WIC shopper, Sandy, comes to the register to purchase a box of WIC authorized cereal with her FI.

Question: Can the WIC shoppers take advantage of the promotion buy one get one free?

Answer: Yes, The WIC shoppers are to receive the same promotions as other customers in your store.

Question: Does the free food item have to be a WIC allowed food?

Answer: No, the free item can be any kind of cereal included in the promotion.

Above 50% Vendors-Incentives

The incentive items shall be purchased from a wholesaler with a wholesale cost of less than two dollars. For a complete list of incentive items refer to the Addendum to Vendor Agreement at: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx>.

In addition, an above 50% vendor must keep all invoices for each incentive item offered for three years from the date of purchase and must, if asked; provide all of these invoices to agents of the State, the WIC Program, and the Comptroller General of the United States.

Each invoice shall include:

- The specific incentive items purchased
- The quantity of incentive items purchased
- The purchase price by unit for the incentive items purchased
- The name, address, and telephone number of the wholesaler
- The name and address of the above 50% vendor
- The date the above 50% vendor received the incentive items

An above 50% vendor is a vendor that derives more than 50% of their annual food sales revenue from WIC FIs, excluding revenues from fruits and vegetables FIs.

Tofu and Soy Milk Recipes From Your Friendly WIC Staff



Recipes



Start your
morning with a
Soy milk
Strawberry
and
Banana
Smoothie.

Strawberry and Banana Soy milk Smoothie

- 1 cup of fresh or frozen strawberries
- 1 fresh banana, broken into chunks
- 4 oz. soft tofu
- 2/3 cup soy milk (plain or original flavor)



In a blender or food processor combine the strawberries, banana, tofu and soy milk. Mix until a smooth even consistency. If mixture seems too thick, add a little bit of soy milk and continue to blend until it's easy to pour.

Makes one serving per person.

Edamame "Hummus"

Ingredients

- 2 cups frozen shelled edamame
- 1 cup silken tofu, drained
- 1/2 teaspoon salt
- 3 cloves garlic
- 1/4 cup olive oil
- 1/3 cup lemon juice, add more to taste
- 2 teaspoons of cumin



YIELD: 12 servings (1 serving = 1/4 cup)

Directions:

Cook edamame according to package directions. Place the edamame, tofu, salt, garlic, oil, lemon juice and cumin in the bowl of a food processor and process until very smooth, about 2 minutes. Season with additional salt and pepper, if desired.

Coconut-Peanut Butter Tofu

- | | |
|---|-----------------------|
| 1/2 Tbs. olive oil | 2 Tbs. peanut butter |
| 1/2 Tbs. sesame oil | 2 Tbs. coconut flakes |
| 4 oz. extra-firm tofu, (cut into cubes) | |
| 1 Tbs. green onions, (chopped) | |
| 1/4 Tbs. soy sauce | |



Pour olive oil into a medium skillet. Place over medium heat and add onions. As the onions begin to turn clear add in the other ingredients stirring occasionally. Lower heat and cook for 3 to 5 minutes continuing to stir. Remove from heat and serve.

Makes one serving per person.

WIC Program Cashier Tools

The following is a list of reference guides, job aides and other WIC related cashier tools. To access the current tools, go to the WIC website main page, scroll to Grocers/Vendors, and click on Resources. You will find the Cashier Tools under Authorized Vendors:

Click the link: <http://www.cdph.ca.gov/programs/wicworks/Pages/CashierTools.aspx>.

Please take a moment to read through these tools:

- How to Count Infant Fruits and Vegetables
- Fruits and Vegetables FI Quick Reference Sheet
- Food Package Quick Reference Sheet
- Can/Cannot Buy Quick Reference Sheet
- Welcome to WIC Video
- WIC Authorized Food List Shopping Guide
- Handling a WIC Transaction



WIC shopper, Molly, is shopping in the produce section. She needs assistance to determine which fruits and vegetables are high in Vitamin C. Unscramble the words below to help Molly put together a list:

1. swiKi _____
2. saaPayp _____
3. Osngrae _____
4. seganrenTi _____
5. sasuaGv _____
6. itrweSsebar _____
7. Broloicc _____
8. aKle _____
9. PrleelppBse _____
10. sePrppilheCi _____

ANSWER KEY TO SCRAMBLER

- Kiwis
- Papayas
- Oranges
- Tangerines
- Guavas
- Strawberries
- Broccoli
- Kale
- Bell Peppers
- Chili Peppers

8 Steps to Conducting a WIC Transaction

Conducting a WIC transaction is like performing a dance. There are 8 easy steps to the WIC checkout procedures, but if you miss a step it can prevent the transaction from being successful. The WIC Program understands that a cashier has a special job to do. We want cashiers to feel comfortable with the 8 steps to conducting a WIC transaction. Here is a quick review.



Please call the local WIC agency phone number on the front of the folder if a WIC shopper leaves her/his WIC ID folder in the store. Lost or stolen WIC food instruments cannot be replaced.

WIC Program Disqualifications

Regulations are in place to prevent fraud and abuse in the WIC Program. A WIC Program violation can result in disqualification from the program or a civil money penalty in lieu of a disqualification.

The disqualification time frame varies according to the specific violation. To obtain additional information regarding vendor violations and sanctions, please refer to your vendor agreement or, Title 7 of the Code of Federal Regulations (CFR), Section 246.12 and Title 22 of the California Code of Regulations (CCR), Sections 40740 and 40741.

As a WIC authorized vendor, you can do your part by following State and Federal Rules and Regulations. Vendors can always refer back to the regulations when they have questions about the WIC Program rules.

In addition, the WIC and CalFresh Program formerly known as the Food Stamp Program, are required to notify each other of program disqualifications or an adverse action.

For example:

- If a store is disqualified from WIC, it may also be disqualified from the CalFresh Program.
- A civil money penalty may be imposed instead of a disqualification if the WIC Program determines there is no other store in that area.
- The disqualification period for each program must be for the same length of time.

If you have questions regarding vendor violations or sanctions, you may contact your WIC Vendor Consultant at: (916) 928-8705.



Vendor Claim Process and Sanctions

A claim (debt) can be identified during any of the monitoring visits. When the WIC Program determines the vendor has committed a violation that affects payment having been made to the vendor, the WIC Program will establish a claim (a debt or account receivable is established showing the vendor owes money back to the program).

The WIC Program may delay payment or establish a claim in the amount of the full purchase price of each food instrument that contained the vendor overcharge or other error. If payment of the claim is not received, the WIC Program will pursue further collection action. Non-payment of a claim may affect the vendor's ability to continue to participate in the WIC Program (if the vendor does not pay in a timely manner, the contract will be terminated).

In addition to denying payment or assessing a claim, the WIC Program may sanction the vendor in accordance with Title 22 CCR, Sections 40740 and 40741. A vendor will be notified in writing when an investigation reveals an initial incident of a violation for which a pattern of violations must be established in order to impose a sanction before another such incident is documented, unless the WIC Program determines, in its discretion, on a case-by-case basis, that notifying the vendor would compromise an investigation. Violations not requiring a pattern of violations before imposing a sanction include those specified in Title 22 CCR Section 40740 (c) and (d). No warning letter will be provided after an investigation reveals one incident of these violations.



Vendor Appeal Process

To appeal an adverse action submit a written appeal to the Office of
Administration Hearings and Appeals:

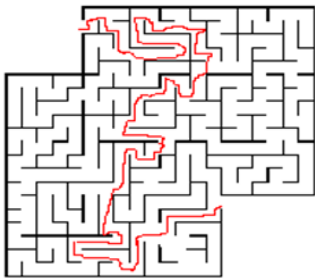
Administrative Appeals
Department of Health Care Services
1029 J Street, Suite 200, Sacramento, CA 95814



The following are steps to take:

- Appeal within the time frame identified in the letter.
- Write a letter describing the basis for your disagreement.
- Submit your letter to the Office of Administrative Hearings and Appeals.

Depending on the type of disqualification, you may or may not be able to accept or redeem food instruments during the appeal process. Vendors may dispute adverse action or sanction as a result of compliance investigation, on-site monitoring, and a sanction from an audit.

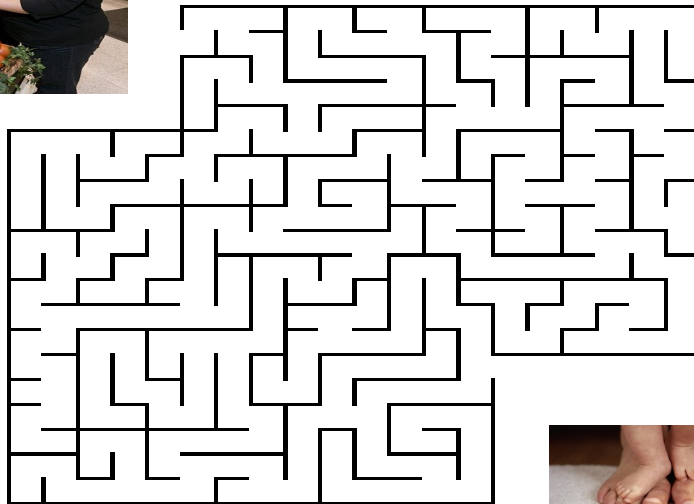


Answer to maze game on
page 8.

An adverse action affecting vendor participation means a civil money penalty, denial of authorization, disqualification from the Program, or Departmental termination of the vendor agreement. The following shall not constitute an adverse action:

- ◆ Expiration of an agreement with a vendor.
- ◆ Departmental termination from the program of a vendor that has received a final determination by the USDA of termination from the Food Stamp Program.
- ◆ A claim for reimbursement from the vendor.

Assist WIC shopper, Gaby, to successfully complete her shopping by helping her find the store exit on the maze.



Answer on page 7.



Vendor Updates

WIC Vendor Updates are posted throughout the year to explain changes regarding authorized foods, policies, and regulations. Be sure to visit our website, read the vendor alerts, newsletters, and browse VWIX to keep updated with the latest program information.

Vendor Complaint Process

The WIC Program wants to keep vendors satisfied. All vendors complaints are taken seriously and will be investigated. To report program abuse and/or fraud, file a complaint against another vendor, local WIC Agency or WIC shopper you may do so by using one of the following three option:

Call: Program and Business Integrity Section at: 1-800- 852-5770.

Write to: California WIC Program
Program and Business integrity Section
3901 Lennane Drive Sacramento, CA 95834

Email: wicfraud@cdph.ca.gov



Other WIC Program Contact Information

WIC main line:

1-800- 852-5770

WIC Program website:

www.wicworks.ca.gov

Vendor Consultant main line:

(916) 928-8705

Technical support number:

(VWIX only):

1-800- 224-7472

**Vendor WIC Information
eXchange (VWIX):**

<https://VWIX.ca.gov>

This institution is an equal opportunity provider.
Developed by the California WIC Program.

Edmund G. Brown Jr., Governor, State of California
Diana Dooley, Secretary, California Health and Human Services Agency
Dr. Ron Chapman, Director, California Department of Public Health